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NEW HAMPSHIRE LAW LIBRARY

SEP 03 1998

CONCORD, N.H.

1951

November 16

William A. Jackson, Chairman,
New Hampshire State Liquor Commission
Concord, New Hampshire

Dear Sir:

In anticipation of reprinting the Commission's laws and regulations relative to the sale of liquors, beer and wines, and in further anticipation of the prospect of television broadcasting by a New Hampshire station within the near future, you have inquired whether the present regulations of the Commission governing advertising through the medium of newspapers, radio and periodicals would be adequate to meet problems which might arise in connection with advertising by television.

Differently expressed, the problem I understand to be, may radio be interpreted as including television. In my opinion, radio may be considered to include television, and the regulations of the Commission concerning advertising by radio, newspapers and periodicals may be considered to control advertising by television.

It appears to me that television is radio with the added feature of a visual image. To the extent that television differs from radio by the addition of the visual feature, I believe the visual feature may be controlled under the regulations heretofore promulgated as pertaining to illustrations in newspapers and periodicals.

I conclude that the scope of your present regulations will be adequate to deal with the problems of control of advertising which may be expected to arise with the advent of local television broadcasting.

Very truly yours,

Maurice M. Blodgett
Deputy Attorney General

MMB:HP